LEO BURNETT U.S.A.
Ad No. 902—("BEST MOVE '79")—Req. No. 63765—Page—4/C—Supplements, 1979 (A)
Printed in U.S.A.

National Smoker Study:

"Best Move Yet."

Extensive research conclusive: MERIT taste scores high marks with former high tar smokers.

Can the taste of low tar MERIT, with 'Enriched Flavor'™ tobacco, continue to satisfy the smokers it attracts from high tar brands?

Read the results of detailed, nationwide research conducted among current MERIT smokers—and among smokers who taste-tested MERIT against leading high tar brands.

Research Confirms Taste Satisfaction

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

Confirmed: Majority of smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! Cigarettes *having up to twice the tar.*

Confirmed: Majority of smokers confirm taste satisfaction of low tar MERIT.

First Major Alternative To High Tar Smoking

MERIT has proven conclusively that it not only delivers the flavor of high tar brands—but *continues* to satisfy!

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is what it claims to be: The first real alternative for high tar smokers.

Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1979

MERIT
Kings & 100's

2061192187

Source: https://www.industrydocuments.ucsf.edu/docs/qzfn0003
2061192187